

South Tampa Chamber Of Commerce Press Release Request Form



Press Release Process

(see *Communications Committee Liaison* excerpt at bottom for complete information)

Fill out form **completely** & obtain Committee Chair approval on content

Email form to Debra Palmer at pbstpa@aol.com.

Include on subject line: STCOC PRESS RELEASE: (Name of Event)

Form Submitted by: _____ Date: _____

Approved by Committee Chair (fill-in name) _____

Event Information

Name: _____

Date: _____

Time: _____

Location: _____

Cost/Fee: _____

Deadlines: _____

Website: _____

Event Description:

Beneficiaries:

Major Sponsors:

Event History:

Any Additional Information:

Contact Information

Chair Contact Information

Name: _____

Phone: _____

eMail: _____

Preferred Media Contact (check one)

Committee Chair

Executive Director

Other/ Name: _____

Phone: _____

eMail: _____

Special Niche Media Outlet Requests (supply complete information)

Excerpt from Communications Liaison Protocol:

Submitting Press Releases

Complete Press Release request form for publication no later than 4 weeks prior to the event (5 weeks preferred), or for a follow-up press release, no later than 2 days afterward. Once form is approved by the Committee's Chair, email the form and any accompanying pictures (with captions) to Debra Palmer at pbstpa@aol.com. Should there be any special niche publications/medias outside the standard recipients, please provide that information as well. (For example, a nurse focused publication for the Spotlight Awards.) The press release will then be written and/or edited by a member of the Communications Committee within 3 business days. It is then submitted to the President and Executive Director for approval, which requested within 24 hours. Once approved, the Communications Committee sends the press release to the chosen media outlets.